



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

April 5, 2017

Wendy Hollingsworth-Cox  
Sr. Analyst, Federal Regulations  
The Scotts Company  
14111 Scottslawn Road  
Marysville, OH 43041

Subject: Notification per PRN 98-10 – Addition of ABNs and marketing claims  
Product Name: TURF BUILDER PLUS 2  
EPA Registration Number: 538-282  
Application Date: 1/30/2017  
Decision Number: 526066

Dear Hollingsworth-Cox:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records. The alternate brand names Turf Builder Charge, Turf Builder Annual Program Spring, Turf Builder Annual Program Charge, Turf Builder Nurture Cycle Charge, Turf Builder Foundation, Turf Builder Annual Program Fall, Turf Builder Annual Program Foundation, and Turf Builder Nurture Cycle Foundation have been added to the product record.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Sarah Meadows at 703-347-0505 or via email at meadows.sarah@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Kathryn Montague". The signature is fluid and cursive. To the right of the signature, the word "FOR" is written in a smaller, blocky font.

Kathryn Montague, Product Manager 23  
Herbicide Branch  
Registration Division (7505P)  
Office of Pesticide Programs

**Note to PM:**

**Bold, italicized text is information for the reader and is not part of the label.**

[Bracketed information is optional.] Text separated by / denotes and/or options.

Underlined text is new. ~~Strikethrough~~ text is deleted.

MASTER LABEL
TURF BUILDER PLUS 2®
EPA Reg. No. 538-282

ACTIVE INGREDIENTS:

2,4-D†‡	1.21%
Mecoprop-p††‡‡	0.61%
OTHER INGREDIENTS	98.18%
Total	100.00%

†0.0121 lbs 2,4-D acid equivalent per pound of product  
 ††0.0061 lbs MCP-p acid equivalent per pound of product

**NOTIFICATION**

538-282

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

4/5/2017

KEEP OUT OF REACH OF CHILDREN

CAUTION

See back for additional precautionary statements.

XX-X-X

Net Weight 14.3 lb (X.XX kg) Example application rate: 14.3 lb (6.48 kg) covers 5,000 sq. ft.

[Coverage]

- Treats X,XXX sq ft (Bag)
- NET WEIGHT XX.X lbs (Bag)
- Treats X,XXX sq ft (Shaker Container)
- NET WEIGHT X.X lbs (Shaker Container)
- TREATS (and fertilizes) XXXX SQ FT
- (Treats and feeds XXXX sq. ft.) (XX ft. x XXX ft.)
- Covers X,XXX SQ FT

Coverage Examples:

Bag Weight (lbs)	Coverage (sq. ft.)	# AI per acre 2,4-D	# AI per acre MCP-p	# Product per 1000 sq ft
7.15	2,500	1.5 lbs	0.75 lbs	2.86
14.3	5,000	1.5 lbs	0.75 lbs	2.86
34.3	12,000	1.5 lbs	0.75 lbs	2.86
42.9	15,000	1.5 lbs	0.75 lbs	2.86
51.4	18,000	1.5 lbs	0.75 lbs	2.86

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Optional Company Identifier:    Scotts®

Alternate Brand Names:

- Turf Builder® With Plus 2® Weed Control
- Turf Builder® Winterguard® With Plus 2® Weed Control
- Turf Builder Weed & Feed 3
- Turf Builder Winterguard Fall Weed & Feed 3
- Turf Builder Weed & Feed I
- Turf Builder Winterguard Fall Weed & Feed I
- Turf Builder Fall Weed & Feed
- Step 2 Weed & Feed
- Step 2 Weed Control Plus Lawn Fertilizer 2
- Weed and Feed Weed Control Plus Lawn Fertilizer 2
- Step 2 Weed Control Plus Lawn Food 2
- Step 2 Weed Control Plus Southern Lawn Food 2
- Super Turf Builder Weed & Feed 2
- Super Turf Builder Winterguard with Plus 2 Weed Control 2
- Super Turf Builder Winterguard Fall Weed & Feed 2
- Ultra Turf Builder with Plus 2 Weed Control 2
- Ultra Turf Builder Weed and Feed 2
- Turf Builder Ultra with Plus 2 Weed Control 2
- Turf Builder Ultra Weed and Feed 2
- Select Turf Builder with Plus 2 Weed Control 2
- Select Turf Builder Weed and Feed 2
- Turf Builder Select w/ Plus 2 Weed Control 2
- Turf Builder Select Weed and Feed 2
- Turf Builder Charge
- Turf Builder Annual Program Spring
- Turf Builder Annual Program Charge
- Turf Builder Nurture Cycle Charge
- Turf Builder Foundation
- Turf Builder Annual Program Fall
- Turf Builder Annual Program Foundation
- Turf Builder Nurture Cycle Foundation

Optional Descriptors:

- [Fall] Weed & Feed
- [Fall] Lawn Fertilizer [with Weed control]
- Weed Control

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[FIRST AID AND ENVIRONMENTAL INFORMATION]

[KEEP OUT OF REACH OF CHILDREN]

[CAUTION]

## PRECAUTIONARY STATEMENTS

### Hazards to Humans and Domestic Animals [icon: human and dog]

CAUTION. Causes moderate eye irritation. Avoid contact with eyes or clothing. Wear long-sleeved shirt, long pants, shoes and socks. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

#### First Aid [icon: cross]

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling poison control center or doctor, or going for treatment. [For emergency information call 1-800-543-8873.]

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## Environmental Hazards [icon]

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This pesticide is toxic to fish and aquatic invertebrates and may adversely affect non-target plants. Drift and runoff may be hazardous to aquatic organisms in water adjacent to treated areas. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn will help to prevent run off to water bodies or drainage systems.

This chemical has properties and characteristics associated with chemicals detected in groundwater. The use of this chemical in areas where soils are permeable, particularly where the water table is shallow, may result in groundwater contamination. Application around a cistern or well may result in contamination of drinking water or groundwater.

### **Directions for Use**

#### **Directions for Use *Option 1***

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

This product applies 1.5 pounds of 2,4-D per acre per application.

#### Application Restrictions

- Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application. Do not allow people or pets to enter treated areas until dusts have settled.
- Do not use this product on flowers, shrubs, fruit or vegetable plants or on creeping bentgrass, St. Augustine, dichondra, Floratam, carpetgrass or lippia lawns.
- Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches. Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays, and oceans. Do not apply when windy. Apply this product directly to your lawn, and sweep any product landing on the driveway, sidewalk, gutter, or street, back onto the treated area. To prevent product run-off, do not over water the treated area to the point of runoff or apply when raining or when rain is expected that day.
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetables.
- The maximum number of broadcast applications per treatment site is two per year.
- A minimum of 30 days between applications is required.

#### Application Precautions

- Apply when weeds are actively growing (when daytime temperatures are consistently between 60oF and 90oF.).
- Grass wet with dew or thoroughly-watered grass helps particles stick to weed leaves.
- In Spring treat bahia and centipede lawns mid-March or later after the second mowing. In Fall, treat centipede lawns before October 1 and bahia lawns before November 1.
- [Grass should not touch the bottom of a drop spreader.] Tall grass should be mowed a day or two before application.

#### Watering or Rain

This product may be applied if rain is not expected in the next 24 hours.

Do not water or mow lawn for at least 24 hours after application. [ (Granules must remain on weed leaves for 24 hours to be effective.)]

**Note to PM:**

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**IMPORTANT**

**What to Expect**

Weed stems and leaves will begin to twist and curl in a few days, but a month or more may be required for control. This product will not prevent weed seeds from producing new plants.

Under certain conditions, temporary discoloration may occur on bahia, centipede, bermudagrass, and zoysiagrass lawns.

Controls [the following] Weeds/Weeds Controlled [including]:

aster	cinquefoil	healall	purslane
bindweed	clover (hop)	henbit	pusley (Richardia spp.)
bittercress	clover (red)	horseweed	
black medic	clover (white)	knotweed (seedling)	ragweed
	cudweed	lambsquarters	red sorrel (sheep sorrel)
buckhorn	curly dock	lespedeza (seedling)	scarlet pimpernel
bull thistle	dandelion	lippia (matchweed)	Shepherd's-purse
burclover	dichondra	mallow	smartweed
buttonweed	dollarweed/pennywort	moneywort	sowthistle
Canada thistle	English daisy	morningglory	spurweed/lawn burweed
carpetweed	eveningprimrose	mustard	
catsear (coast dandelion)	filaree		vetch
	fleabane	pepperweed/peppergrass	wild carrot
chickweed/stitchwort (Stellaria spp.)	ground ivy	pigweed	yarrow
chicory	hawkweed	plantain (broadleaf)	yellow rocket

**Seeding/Sodding/Sprigging**

Wait at least one month after you have applied this product before seeding, sodding or sprigging.

Mow new grass at least 4 times before applying.

**Note to PM: End of Option 1**

**Directions for Use *Option 2***

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

This product applies 1.5 pounds of 2,4-D per acre per application.

**Application**

- Apply on a calm day.
- Make sure that the grass is wet from dew or sprinkling before applying. (This helps particles adhere to weed leaves to produce best results.)
- Set spreader to the setting indicated by the chart below [before applying].

**Note to PM:**

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Restrictions

- Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application. Do not allow people or pets to enter treated areas until dusts have settled.
- Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches. Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays, and oceans. Do not apply when windy. Apply this product directly to your lawn, and sweep any product landing on the driveway, sidewalk, gutter, or street, back onto the treated area. To prevent product run-off, do not over water the treated area to the point of runoff or apply when raining or when rain is expected that day.
- Do not apply more than twice per year. A minimum of 30 days between applications is required.
- Do not water or mow lawn for at least 24 hours after application. [(Granules must remain on weed leaves for 24 hours to be effective.)]
- Do not apply if rain is expected within 24 hours.
- Do not apply if day temperatures are regularly below 60° F or above 90° F.
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetables.
- [Grass should not touch the bottom of a drop spreader.] Tall grass should be mowed a day or two before application.
- Delay application on newly seeded, sodded or sprigged areas until new grass has been mowed four times.
- Do not seed, sod or plant grass sprigs until at least one month after using this product.
- Do not apply on St. Augustinegrass, Floratam, dichondra, lippia, carpetgrass or bentgrass.
- On bahia or centipedegrass lawns, wait until after the second mowing of the year, but not before mid-March.
- In fall, DO NOT treat centipedegrass after Oct. 1, nor bahiagrass after Nov. 1.

Controls [the following] Weeds/Weeds Controlled:

aster	cinquefoil	healall	purslane
bindweed	clover (hop)	henbit	pusley (Richardia spp.)
bittercress	clover (red)	horseweed	
black medic	clover (white)	knotweed (seedling)	ragweed
	cudweed	lambsquarters	red sorrel (sheep sorrel)
buckhorn	curly dock	lespedeza (seedling)	scarlet pimpernel
bull thistle	dandelion	lippia (matchweed)	Shepherd's-purse
burclover	dichondra	mallow	smartweed
buttonweed	dollarweed/pennywort	moneywort	sowthistle
Canada thistle	English daisy	morningglory	spurweed/lawn burweed
carpetweed	eveningprimrose	mustard	
catsear (coast dandelion)	filaree		vetch
	fleabane	pepperweed/peppergrass	wild carrot
chickweed/stitchwort (Stellaria spp.)	ground ivy	pigweed	yarrow
chicory	hawkweed	plantain (broadleaf)	yellow rocket

**Note to PM: End of Option 2**

**Note to PM:**

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### Directions for Use *Option 3*

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

- This product applies 1.5 pounds of 2,4-D per acre per application.

#### Application Precautions

- Make sure that the grass is wet from dew or watering before applying. (This helps particles adhere to weed leaves to produce best results.)
- [Grass should not touch the bottom of a drop spreader.] Tall grass should be mowed a day or two before application.
- Set spreader to the setting indicated by the chart below before applying. Fill spreader over bare ground or hard surface.
- Apply one or two header strips, then apply in longest direction of lawn. Shut off spreader each time you reach the header strip, or stop.
- Sweep or blow stray particles from hard surfaces back onto lawn area. Clean spreader away from hard surfaces or storm drains.
- One month after using this product, it is okay to seed, sod or plant grass sprigs.
- Mow grass 4X before applying on newly seeded, sodded or sprigged areas.

#### Restrictions

- Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application. Do not allow people or pets to enter treated areas until dusts have settled.
- Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches. Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays, and oceans. Do not apply when windy. Apply this product directly to your lawn, and sweep any product landing on the driveway, sidewalk, gutter, or street, back onto the treated area. To prevent product run-off, do not over water the treated area to the point of runoff or apply when raining or when rain is expected that day. Do not apply this product if rain is expected within 24 hours.
- Do not apply if day temperatures are regularly below 60° F or above 90° F.
- Do not mow or water lawn for at least 24 hours after application. [ (Granules must remain on weed leaves for 24 hours to be effective.)]
- Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetables.
- Do not apply this product on St. Augustinegrass, Floratam, dichondra, lippia, carpetgrass or bentgrass.
- Do not apply before the second mowing of the year and before mid-March on bahia or centipedegrass lawns.
- Do not treat centipedegrass after Oct. 1 and bahiagrass after Nov. 1.
- Do not apply to hard surfaces like driveways or streets. Apply only to grass.
- Apply no more than twice per year.
- A minimum of 30 days between applications is required.

Controls [the following] Weeds/Weeds Controlled:

aster	cinquefoil	healall	purslane
bindweed	clover (hop)	henbit	pusley (Richardia spp.)
bittercress	clover (red)	horseweed	
black medic	clover (white)	knotweed (seedling)	ragweed

**Note to PM:**

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	cudweed	lambsquarters	red sorrel (sheep sorrel)
buckhorn	curly dock	lespedeza (seedling)	scarlet pimpernel
bull thistle	dandelion	lippia (matchweed)	Shepherd's-purse
burclover	dichondra	mallow	smartweed
buttonweed	dollarweed/pennywort	moneywort	sowthistle
Canada thistle	English daisy	morningglory	spurweed/lawn burweed
carpetweed	eveningprimrose	mustard	
catsear (coast dandelion)	filaree		vetch
	fleabane	pepperweed/peppergrass	wild carrot
chickweed/stitchwort (Stellaria spp.)	ground ivy	pigweed	yarrow
chicory	hawkweed	plantain (broadleaf)	yellow rocket

**Note to PM: End of Option 3**

### Directions for Use *Option 4*

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

This product applies 1.5 pounds of 2,4-D per acre per application.

#### Application Precautions

- Apply when weeds are actively growing (when daytime temperatures are consistently above 60° F).
- Apply on a calm day.
- Apply to moist grass. To help particles stick to weed leaves, the grass should be thoroughly watered or wet from dew before applying this product.
- [Grass should not touch the bottom of a drop spreader.] Tall grass should be mowed a day or two before application.

#### Application Restrictions

- Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application. Do not allow people or pets to enter treated areas until dusts have settled.
- Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches. Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays, and oceans. Do not apply when windy. Apply this product directly to your lawn, and sweep any product landing on the driveway, sidewalk, gutter, or street, back onto the treated area. To prevent product run-off, do not over water the treated area to the point of runoff or apply when raining or when rain is expected that day.
- On bahia and centipede lawns, wait until after the second mowing of the year but NOT before mid-March. In the fall, DO NOT treat centipede after the first of October and DO NOT treat bahia after the first of November.
- Do not use this product on flowers, shrubs, fruit or vegetable plants or on creeping bentgrass, St. Augustine, Floratam and dichondra lawns. On Bermudagrass, bahia, centipedegrass, zoysia lawns, under certain conditions, some temporary discoloration may result.
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetables.
- The maximum number of broadcast applications per treatment site is two per year.

**Note to PM:**

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- Allow a minimum of 30 days between applications.

Extreme Temperatures

- Do not apply when temperatures are consistently above 90° F.

Watering or Rain

- Do not water or mow lawn for at least 24 hours after application. [Granules must remain on weed leaves for 24 hours to be effective.]
- Do not apply if rain is expected within the next 24 hours.

Important

What to Expect

- Weed stems and leaves will begin to twist and curl in a few days, but a month or more may be required for control.
- This product will not prevent weed seeds from producing new plants.

Controls [the following] Weeds/Weeds Controlled:

aster	cinquefoil	healall	purslane
bindweed	clover (hop)	henbit	pusley (Richardia spp.)
bittercress	clover (red)	horseweed	
black medic	clover (white)	knotweed (seedling)	ragweed
	cudweed	lambquarters	red sorrel (sheep sorrel)
buckhorn	curly dock	lespedeza (seedling)	scarlet pimpernel
bull thistle	dandelion	lippia (matchweed)	Shepherd's-purse
burclover	dichondra	mallow	smartweed
buttonweed	dollarweed/pennywort	moneywort	sowthistle
Canada thistle	English daisy	morningglory	spurweed/lawn burweed
carpetweed	eveningprimrose	mustard	
catsear (coast dandelion)	filaree		vetch
	fleabane	pepperweed/peppergrass	wild carrot
chickweed/stitchwort (Stellaria spp.)	ground ivy	pigweed	yarrow
chicory	hawkweed	plantain (broadleaf)	yellow rocket

Seeding/Sodding/Sprigging

- Wait until the new grass has been mowed at least four times before applying insert Product Name.
- If you are planning to seed, sod or sprig, you should wait at least one month after you have applied insert Product Name.

**Note to PM: End of Option 4**

**Note to PM:**

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## Directions for Use *Option 5*

Read and follow package and instructions for use.

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

- This product applies 1.5 pounds of 2,4-D per acre per application.

### Application Restrictions

- Apply only when daytime temperatures are regularly between 60° and 90° F.
- Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application. Do not allow people or pets to enter treated areas until dusts have settled.
- Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches. Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays, and oceans. Do not apply when windy. Apply this product directly to your lawn, and sweep any product landing on the driveway, sidewalk, gutter, or street, back onto the treated area. To prevent product run-off, do not over water the treated area to the point of runoff or apply when raining or when rain is expected that day.
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetables.
- [Grass should not touch the bottom of a drop spreader.] Tall grass should be mowed a day or two before application.
- Delay application on newly seeded, sodded or sprigged areas until new grass has been mowed 4 times.
- Do not seed, sod or plant grass sprigs until at least one month after using this product.
- Do not apply on St. Augustinegrass, Floratam, dichondra, lippia, carpetgrass or bentgrass.
- On bahia or centipedegrass lawns, wait until after the second mowing of the year, but NOT before mid-March.
- In fall, DO NOT treat centipedegrass after Oct. 1, nor bahiagrass after Nov. 1.
- Do not apply more than twice per year.
- A minimum of 30 days between applications is required.

### Controls [the following] Weeds/Weeds Controlled:

aster	cinquefoil	healall	purslane
bindweed	clover (hop)	henbit	pusley (Richardia spp.)
bittercress	clover (red)	horseweed	
black medic	clover (white)	knotweed (seedling)	ragweed
	cudweed	lambsquarters	red sorrel (sheep sorrel)
buckhorn	curly dock	lespedeza (seedling)	scarlet pimpernel
bull thistle	dandelion	lippia (matchweed)	Shepherd's-purse
burclover	dichondra	mallow	smartweed
buttonweed	dollarweed/pennywort	moneywort	sowthistle
Canada thistle	English daisy	morningglory	spurweed/lawn burweed
carpetweed	eveningprimrose	mustard	
catsear (coast dandelion)	filaree		vetch
	fleabane	pepperweed/peppergrass	wild carrot
chickweed/stitchwort	ground ivy	pigweed	yarrow

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(Stellaria spp.)			
chicory	hawkweed	plantain (broadleaf)	yellow rocket

Easy to Follow Instructions

Apply with a drop or rotary spreader. For best results, use a Scotts spreader.

Step 1 Make sure that the grass is wet from dew or sprinkling before applying.

- This helps particles adhere to weed leaves to produce best results.

Step 2 Set and fill spreader.

- Set spreader to the setting indicated by the chart below.

Step 3 Apply product.

- Apply on a calm day.
- Do not water or mow lawn for at least 24 hours after application. [Granules must remain on weed leaves for 24 hours to be effective.]
- Delay application if rain is expected within 24 hours.
- Do not apply near water, storm drains or drainage ditches. Do not apply if heavy rain is expected. Apply this product only to your lawn. Optional Florida Environmental statements. Note to PM: Label placement here is optional

Step 4 Clean-up.

- Return unused product to original container and store out of reach of children and pets.
- [Sweep any product that lands on the driveway, sidewalk or street, back onto your lawn.] Optional Florida Environmental statement. Note to PM: Label placement here is optional
- [To keep lawn products from reaching storm sewers, sweep or blow any stray particles from hard surfaces back onto lawn area. Do not clean spreader over hard surfaces or near storm drains.] Optional

Step 5 Enjoy your lawn.

**Note to PM: End of Option 5**

**QUICK START GUIDE Option 6**

**DIRECTIONS FOR USE**

It is a violation of federal law to use this product in a manner inconsistent with its labeling.

This product applies 1.5 pounds of 2,4-D per acre per application.

[*Insert company name*] Quick Start Guide

[You're just three/four/a few [simple/easy] steps away from a beautiful *insert company name* lawn]

[ICON – Spreader/Dial]

[1.] Fill & Set Spreader

[*Insert company name* Broadcast/Rotary Spreaders] [X]

[*Insert company name* Drop Spreaders] [X]

[Use [only] with *insert company name* spreaders/applicators.]

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[***Insert company name*** products are designed to work with ***insert company name*** spreaders/applicators.]

[For additional spreader settings, [please] call ***insert company phone number.***]

[This package applies 2.86 [2.9] lbs of product per 1,000 sq. ft.]

[ICON – Spreader/Lawn]

[2.] Apply

Apply on a calm day.

Apply to moist grass. [Make sure that the grass is wet from dew or sprinkling before applying.] [This helps particles adhere to weed leaves to produce best results.]

Apply when weeds are actively growing (when daytime temperatures are consistently between 60°F and 90°F.).

Tall grass should be mowed a day or two before application.

For even application walk at a steady pace slightly overlapping each pass.

Scotts Drop Spreaders: Align hopper arrow with previous wheel track.

Scotts Broadcast/Rotary Spreaders: Line up each pass approximately 5 ft. from wheel track.

[ICON – Broom]

[3.] Clean-Up

Sweep product from hard surfaces onto the lawn [to keep valuable feeding nutrients on the grass.]

[ICON – lower legs stepping onto grass]

[4.] You're Done! What's Next?

Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application. Do not allow people or pets to enter treated areas until dusts have settled.

Questions? [Call] [now] ***insert company phone number*** [icon – phone]

***Insert company website*** [icon – computer mouse]

[Watering or Rain]

- Do not water your lawn for 24 hours after application or apply if rain is expected within the next 24 hours. [Water will wash the weed control off the weed's leaves and reduce the effectiveness of this product.]

[Extreme temperatures]

- [Avoid applying when temperatures are above 90° F.]

[Seeding/Sodding/Sprigging]

- Delay application on newly seeded, sodded, or sprigged areas until new grass has been mowed 4 times.
- Wait at least one month after using this product to seed, sod or plant grass sprigs.

Restrictions

- Do not apply more than twice per year.
- A minimum of 30 days between applications is required.
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetable plants.

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- Do not apply on St. Augustinegrass, Floratam, dichondra, lippia, carpetgrass or bentgrass. On Bermudagrass, bahia, centipede grass, zoysia lawns, under certain conditions, some temporary discoloration may result.
- On bahia and centipede lawns, wait until after the second mowing of the year but NOT before mid-March. In the fall, DO NOT treat centipede after the first of October and DO NOT treat bahia after the first of November.
- Do not apply directly to or near water, storm drains, gutters, sewers, or drainage ditches. Do not apply within 25 feet of rivers, fish ponds, lakes, streams, reservoirs, marshes, estuaries, bays, and oceans. Do not apply when windy. Apply this product directly to your lawn and sweep any product landing on the driveway, sidewalk, gutter, or street, back onto the treated area. To prevent product run-off, do not over water the treated area to the point of runoff or apply when raining or when rain is expected that day.

[Weed Control]

- Kills listed weeds **or** Kills weeds including ***insert weeds from weed list here***
- [Weed stems and leaves will begin to twist and curl in a few days, but a month or more may be required for control.]
- [This product will not prevent weed seeds from producing new plants.]

Aster	cinquefoil	healall	purslane
Bindweed	clover (hop)	henbit	pusley (Richardia spp.)
bittercress	clover (red)	horseweed	
black medic	clover (white)	knotweed (seedling)	ragweed
	cudweed	lambsquarters	red sorrel (sheep sorrel)
Buckhorn	curly dock	lespedeza (seedling)	scarlet pimpernel
bull thistle	dandelion	lippia (matchweed)	Shepherd's-purse
burclover	dichondra	mallow	smartweed
buttonweed	dollarweed/pennywort	moneywort	sowthistle
Canada thistle	English daisy	morningglory	spurweed/lawn burweed
carpetweed	eveningprimrose	mustard	
catsear (coast dandelion)	filaree		vetch
	fleabane	pepperweed/peppergrass	wild carrot
chickweed/stitchwort (Stellaria spp.)	ground ivy	pigweed	yarrow
Chicory	hawkweed	plantain (broadleaf)	yellow rocket

**Note to PM: End of Option 6**

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## Storage and Disposal [icon: trash can]

**PESTICIDE STORAGE:** Store in a dry place. [Reseal opened bag by folding top down and securing.]

Store in original container in a secure area away from children and pets.

**PESTICIDE DISPOSAL and CONTAINER HANDLING:** Nonrefillable container. Do not reuse or refill this container. **If Empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

### Spreader Setting Options

**SPREADER SETTING INFORMATION Note to PM:** *The following are optional formats to present spreader setting information. Appropriate spreader settings, spreader brand names, coverage will be inserted on Final Printed Label*

Optional Florida Environmental statement. Note to PM: Label placement in front of [within]any spreader settings section is optional:

[Do not apply near water, storm drains or drainage ditches. Do not apply if heavy rain is expected. Apply this product only to your lawn, and sweep any product that lands on the driveway, sidewalk or street, back onto your lawn.]

[This package applies 2.86 [2.9] lbs of product per 1,000 sq. ft.][Covers X,XXX sq ft]

#### Tips on Spreading

Scotts Drop/ **insert brand name** :

- Do not apply during windy days.
- First apply 2 header strips.
- Overlap spreader application area to avoid strips of untreated lawn.
- Shut off spreader when you reach the header strip or any time you stop.

EasyGreen® Rotary/ **insert brand name** :

- Slide shut-off lever to the right, application automatically starts and stops when you do
- Avoid misses by making each pass about 30 inches from the previous one so some overlapping occurs

#### Scotts Spreader Settings

	Spreader Setting (covers X,XXX sq ft)
Scotts Drop Spreaders	XX
Scotts EasyGreen™ Rotary	XX
Scotts SpeedyGreen™ Rotary	XX
Scotts Hand-Held Spreaders	XX

#### Additional Spreader Settings

(Non-Scotts spreader settings are approximate. You may need to adjust for proper coverage).

For even application walk at a steady pace slightly overlapping each pass.

Scotts Drop Spreaders: Align hopper arrow with previous wheel track.

Scotts Broadcast/Rotary Spreaders: Line up each pass approximately 5 ft. from wheel track.

Scotts Hand-Held Spreaders: Line up each pass [approximately] 3 ft from the center of previous pass.

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(The following instructions to be used on 1,000 sq ft shaker container only)

APPLICATION RATE (Actual Size)	contents of this package covers a 25 ft. by 40 ft. area (1,000 sq ft)	
[Picture of shaker carton]	Use lightweight shaker carton to sprinkle evenly over lawn as shown.	[Picture of dime]

If you have questions

We designed this program to make having a better lawn as simple and easy as possible. But you may still have some questions about your lawn during the year. If so, you can contact the Scotts Lawn Pro retailer where you bought this program. They are ready to answer your questions and provide any help or information that you may need - OR-You can get the answer by talking directly with one of Scotts lawn counselors. Simply dial this toll-free number 1-800-543-TURF (in Ohio 1-800-762-4010).

Spreading Tips

For best results, use a Scotts spreader

	Spreader Setting REGULAR RATE covers 5,000 sq.ft.	DIRECTIONS
Scotts Drop Spreaders/ <i>insert brand name</i>	X	Mow lawn first; apply 2 longest direction of lawn, overlapping wheel marks.
Scotts EasyGreen® Rotary/ <i>insert brand name</i>	X	Make each pass about XX header strips; apply inches from previous pass to overlap spread width.
Scotts SpeedyGreen® Rotary/ <i>insert brand name</i>	X	Make each pass about X feet from previous pass to overlap spread width.
Scotts Hand-Held Spreaders / <i>insert brand name</i>	X	Line up each pass [about] 3 ft from the center of previous pass.

When Using A Drop Spreader: Mow lawn first if grass is tall enough to touch the bottom of the spreader. First apply two header strips. Then operate spreader the longest way of the lawn. Overlap wheel marks to insure uniform feeding. Shut off spreader when you have reached the header strips or when you have stopped.

When Using A Rotary Spreader: Shut-off spreader any time you stop. For complete coverage make each pass according to spreader manufacturer's directions so some overlapping occurs.

[Spreader Settings] Covers XXXX sq. ft.

[Spreading Tips]

Apply header strips. Then apply product in longest direction of lawn. For best results, use a Scotts® spreader. [Shut off spreader or stop each time you reach a header strip.]

[art-Broadcast/Rotary spreaders] [art-Drop Spreaders] [art-Hand-held spreader]

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Scotts Broadcast/Rotary Spreaders/ ***insert brand name*** X

Each pass should be within 5 feet of each other to ensure an overlap.

Scotts Basic®, Standard™, Deluxe™, Edgeguard®, Lawn Pro® or SpeedyGreen®

Scotts EasyGreen®/ ***insert brand name***  
an overlap.

Each pass should be within 30" of each other to ensure

Scotts Drop Spreaders X

Make sure spreader wheel completely overlaps previous wheel marks.

Scotts AccuGreen®/ ***insert brand name***

Scotts(R) Hand-Held Spreaders/ ***insert brand name*** X

Line up each pass [approximately] 3 ft from the center of previous pass.

[Settings] X,X,X For additional spreader settings, please call 1-800-543-TURF (8873).

**GUARANTEED ANALYSIS**

Insert Product Name XX-X-X F643

Total nitrogen(N) . . . . .	XX%
XX% ammoniacal nitrogen	
XX% urea nitrogen	
XX% other water soluble nitrogen**	
XX% water insoluble nitrogen	
Available phosphate (P <sub>2</sub> O <sub>5</sub> ) . . . . .	X%
Soluble potash (K <sub>2</sub> O) . . . . .	X%
Sulfur (S) . . . . .	XX%
XX% combined sulfur (S)	

Derived from: methylene urea, ammonium sulfate, ammoniated phosphate, and potassium sulfate

\*\*Contains X.X% slowly available methylenediurea and dimethylenetriurea nitrogen.

Information regarding the contents and levels of metals in this product is available on the internet at <http://www.regulatory-info-sc.com> or <http://www.aapfco/metals.org>

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**OPTIONAL MARKETING CLAIMS**

**The following claims may be preceded by “new” or “now” for six (6) months from the first date of shipment to a customer in accordance with Federal and State Registrations**

**Appropriate fertilizer, formula, company and product specific information will be inserted on Final Printed Label**

[Graphics]

[art] Guaranteed!  
Won't Burn Lawn

[art] Weed

[photo]  
This lawn is starving and has weeds

[photo]  
This lawn was fed with Insert Product Name

[photo] Treated

[photo] Untreated

XX NITROGEN	X PHOSPHORUS	X POTASSIUM
Essential for plant growth; makes grass green.	Stimulates root growth; helps grass multiply.	Makes plant strong; better able to resist drought and extreme heat.

**[APPLICATION]**

How and When to Apply

Apply in late spring, summer, or fall. For use on bahia, bermuda, bluegrass, centipede, fescue, ryegrass, or zoysia lawns.

**DO NOT USE ON ST. AUGUSTINEGRASS, FLORATAM, DICHONDRA, LIPPIA, CARPETGRASS OR BENTGRASS LAWNS.**

**How Much is Enough?**

To determine the square footage of your lawn, walk the length and width of your lawn; one average pace equals about 3 feet. Multiply the length of the lawn by the width of the lawn. This equals the area of your lawn in square feet. NOTE: If your lawn has an irregular shape, measure square areas, then add the figures together to reach your total lawn size.

**Note to PM: Claims, general**

- #1 (Fall) Weed & Feed since 1966
- [#1][Best] Selling Weed & Feed [Since 1966]
- [A] Fall feeding creates the best lawns!
- [A] Scotts LawnPro [Product]
- [art] [Feeds to] Build(s) strong, deep [grass] roots [for spring/winter]
- [Exclusive] club pack [size]
- [Icon] Scotts Guaranteed
- [Icons/Images] All / 4 step products
- [Now]It's easy for you to have a better [Southern] lawn.
- [satisfaction] Guaranteed

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- [Scotts®][Super] [Turf Builder®] [Southern] 3/4 Step® Program
- Apply in early/Late Spring: Feb/Mar/Apr/May/Jun
- Apply in fall [for stronger roots/to build stronger roots] [and a stronger lawn] [next spring/next year/all year long]
- Apply anytime/when weeds are present
- Available only at authorized Scotts® Lawn Pro® dealers /stores/retailers
- Backed by Scotts No-Quibble Guarantee®
- Bonus Pack [size]
- Each step product is designed to the specific season to help give you a greener lawn.
- Easy open, resealable bag, easy close
- Easy pour spout!
- Easy to Carry Package!
- Easy-tear, recloseable pour spout
- Exclusive Particle Technology [art]
- Fall is the best time to feed/and kill weeds/and seed [your lawn]
- For best results apply a Scotts [Turf Builder] annual program (see back panel for details)
- For best results, apply (as part of) a Scotts Annual Lawn Care Program™
- For best results, apply a Turf Builder® product four times a year (see back for details).
- For best results, apply as a (the Scotts®) Turf Builder® Annual Program
- For best results, apply to a wet lawn
- formulated/designed for Southern/Florida/Texas lawns
- Green meadow fragrance/scent (for use only with CSFs which contain the Green Meadows fragrance)
- Guaranteed Results
- Just check the month below and apply products at 2 month intervals
- LawnPro annual [fertilizer/feeding/lawn food] program
- No more guesswork. You simply apply the right product - one [Step] at a time.
- One Easy Step/Application!
- One Easy Step/Application!
- Over 60 Years/a half century [experience/expertise][in] making weeds disappear/eliminating weeds/killing weeds/insert any/all listed weed
- Patented Particle™ Technology
- Save Money
- Scotts Best Annual Program
- Scotts Making Weeds Fade Away Since 1949
- Scotts No-Quibble Guarantee®
- SCOTTS POLICY No Quibble Guarantee SEE BACK FOR DETAILS
- Scotts the Leader in Weed & Feeds Since 1966
- Scotts/ Our Best Southern/Annual Program [for a picture-perfect lawn]
- Simple and easy
- Start anytime
- Start the program at any time
- Step™ 2 of 4 Easy Steps to a Better Lawn
- Sticks to weed leaves for better control
- The Scotts Advantage®
- The Scotts Advantage® Available only at authorized Scotts® Lawn Pro® dealers
- The Scotts Difference™
- The Select Turf Builder Advantage
- The Super Turf Builder Advantage
- The Turf Builder Select Advantage
- The Turf Builder Ultra Advantage

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- The Ultra Turf Builder Advantage
- Value Pack [size]
- Value buy/size/pack
- Weeds Fade Away or Scotts® Pays
- Why even consider a lawn care service? Scotts Lawn Pro® Annual Program will give you a beautiful lawn [for less money/about one-third the cost.]
- Won't Burn, Can't Fail Guarantee When used according to manufacturer's directions
- X% More Free X,XXX sq ft for the price of X,XXX sq ft
- You can begin the Annual Program anytime of the year. Just check the month and select the appropriate [Step] product listed. [Apply the remaining Steps at two-month intervals.]
- Early Spring
- 1 [step/phase] [Illustration]
- Annual Program [Southern]
- Nurture Cycle [Southern]
- Spring
- 2 [step/phase] [Illustration]
- Designed for Bermudagrass
- Fall
- 4 [step/phase] [Illustration]
- Lawn Food with/plus/+ Weed Control
- The easy path/step/guide to a better lawn
- [Program name]/works with the rhythm of the seasons for a better lawn
- Everything you need in one simple program
- Lawn care made easy with [program name]

***Note to PM: The symbols used to denote footnotes associated with claims may not be identical to those shown on the printed final label.***

***Note to PM: Claims regarding Weed Control Properties***

- [For] Fewer/Less Weeds [Returning/Popping Up] Next Spring
- 2-Way Control
- Controls/ Clears out/Kills [weeds/***insert any listed weeds***] down to the root(s)!
- Controls/Kills/Clears out dandelions and over/more than 50 [XX] (other) broadleaf weeds+ [for a better lawn next Spring]
- Controls/Kills/Clears out more than 50 [XX] listed common lawn weeds including dandelion, clover and chickweed.
- Effective on both large and small weeds+ (see list below).
- Fall is the best time to kill weeds [for a better lawn/ [X%] fewer/less weeds next Spring]
- Fall is the best time to kill/clear out dandelion/clover [for a better lawn/ [X%] fewer/less weeds next Spring]
- For a better/greener lawn/X% fewer/less weeds next Spring
- [Guaranteed\* to] Clear/Clears Out [Dandelions] [&] [Clover][Now]
- Kills/ Clears out roots and all.
- Kills/ Controls/ Clears out dandelions, chickweed, white clover and most other common broadleaf weeds+ [for a better lawn next Spring].
- Kills/Controls/ Clears out dandelions and other [major] lawn weeds+ [for a better lawn next

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Spring] [Guaranteed\*]

- Kills/Controls/ Clears out dandelions, clover and most other broadleaf lawn weeds+
- Kills/Controls/ Clears out **insert any listed weeds** [for a better lawn next Spring] [Guaranteed\*]
- Kills/Controls/ Clears out most common lawn weeds+!
- Kills/Controls/ Clears out weeds- even the roots!
- Kills/Controls/ Clears out weeds- including the roots!
- Patented formula kills/Controls/ Clears out weeds that ordinary weed & feeds miss
- Root/weed kill
- Small, lightweight granules provide complete uniform coverage and are quickly absorbed to help insure control of large and small weeds.
- Starts/begins working on Contact
- Weeds are killed—roots and all.

+as listed

\*See Scotts No –Quibble Guarantee on back panel

**Note to PM: Combination Claims**

- [photo] This lawn is starving and has weeds/ [photo] This lawn was fed with **insert Scotts product name**
- [photo] treated [photo] untreated
- Weeds/Lawn Next Spring [**insert Photo/Image**] following/with Fall Application of **Insert product name/this product**
- Weeds/Lawn Next Spring [**insert Photo/Image**] following/with a Fall Application of **Insert product name/this product** vs Weeds/Lawn Next Spring without a Fall Application of **Insert product name/this product**
- (A) Healthier/ thicker/ greener lawn/grass without pesky weeds
- All you need for a thicker, greener lawn without dandelions
- Controls/Kills/Clears out clover and other listed broadleaf weeds and helps prepare your lawn for winter
  - Dandelions and other listed weeds will be killed/cleared out in 3 to 4 weeks and your lawn will be greener in 4 to 6 days
- Easiest/Simplest/Best way to get a thicker, greener lawn minus the weeds
- Every particle of Scotts weed-and-feed contains Scotts patented timed-release/slow release/continuous release nitrogen plus [phosphorus], potassium, and weed control. (See back for details).
- Get The Thicker Lawn You Want Minus the Weeds
- Kills/Controls/ Clears out **insert any listed weeds** and feeds/thickens/provides nutrients to grass to crowd out new/future weeds.
- Kills/Controls/ Clears out **insert any listed weeds** and feeds/thickens/provides nutrients to grass to fill in bare spots.
- Kills/Controls/ Clears out dandelions and more than/over 50 [XX] other listed broadleaf weeds after they sprout and helps make your lawn its thickest, greenest ever
- Kills/Controls/ Clears out dandelions, clover, chickweed and other listed non-grassy weeds while greening your lawn without rapid, extreme growth
- Scotts' most effective [Fall] weed and feed
- Thickens lawn to crowd out [future] weeds [for a better/healthier lawn next Spring]
- Weed control plus lawn fertilizer for use on bahia, bermuda, bluegrass, centipede, fescue, ryegrass or zoysia lawns
- What to expect

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+as listed

**Note to PM: Claims related to small package size**

- [For] quick front yard green-up
- [Great] front yard fertilizer/lawn food
- [Just] the extra you need to finish your lawn!
- Clears out [pesky] weeds in your front/back yard
- Great for feeding/weeding your front/back yard
- No need to buy more than [what] you need
- Perfect for [small] lawns [that are less than 2500 ft<sup>2</sup>]

**Note to PM: Claims related to lightweight formula**

- [For Best Results] Apply Once in Fall: [Helps grass/ lawn(s) recover from Summer damage] [and] [Kills/Controls/ Clears out (insert any all listed weeds) [for (a) better/greener/healthier lawn/grass next Spring.]  
[New/Enhanced/Improved formula]- X% more/better/greater [any listed weed]/weed control] §  
[<sup>§</sup> vs/compared to prior/previous/original **insert Scotts product name**
- [New/Improved/Enhanced [Formula] –]Most effective/Best /Greatest/Most Powerful/Superior Scotts [Fall] Weed & Feed [formula] [for killing/controlling clearing out/wiping out dandelion/clover] [in the fall]
- [New/Improved/Enhanced formula [with] improved/better/greater/more/most powerful/superior [weed] coverage for better/best [weed] [dandelion/clover] killing/control compared to [original] **insert Scotts product name**
- [New/Improved/Enhanced Formula -] [Now With] [Exclusive] [Smaller, Lightweight] [More] Weed Control Particles for Better/Greater/Superior Weed Coverage [& Greening/Feeding] compared to [original] **insert Scotts product name**
- [New/Improved/Enhanced Formula -] [Now With] [Exclusive] [Smaller, Lightweight] [More] Weed Control Particles So It Gets Weeds You See & Ones You Don't
- [New/Improved/Enhanced Formula -] [Now With] More Lightweight Particles for [Better/Greater/Superior/More Powerful Weed Control] [Better Weed Coverage][& Even Greening/Feeding] compared to [original] **insert Scotts product name**
- [New/Improved/Enhanced Formula -] [Now With] More Weed Coverage for Better/Greater/Superior Control compared to [original] **insert Scotts product name**
- [New/Improved/Enhanced Formula -] Scotts® Exclusive Particle Technology Gets Weeds You See & Ones You Don't/Won't
- [New/Improved/Enhanced Formula -] Smaller, Lighter Particles Get Weeds You See & Ones You Don't/Won't
- [New/Improved/Enhanced Formula –]Best /Greatest/Most Powerful/Superior/Effective [dandelion and clover control/killing] [weed control/killing][Fall] formula from Scotts [Ever]
- [New/Improved/Enhanced Formula –]Best/Greatest/Most Powerful/Effective Scotts [Turf Builder] [WinterGuard] [Fall] Weed & Feed [Formula] [for Fall][Ever]
- [New/Improved/Enhanced Formula –]Best/Greatest/Most Powerful/Effective Scotts [Turf Builder] [WinterGuard] [Fall] Weed & Feed Formula for [Weed Control/Killing] [Dandelion & Clover Control/Killing] [in the fall][Ever]
- [New/Improved/Enhanced] [and][ Most Effective/Powerful] Formula for Killing/Controlling/Clearing Out Weeds/**insert weed(s) from weed list**[& [Even] Greening/Feeding][Even The Ones You Won't/Don't] See]

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- [New/Improved/Enhanced] [and][Most Effective/Powerful] Formula - [Now With] [Exclusive] [Smaller, Lightweight] [More] Weed Control Particles So It Gets Weeds You See & Ones You Don't
- [New/Improved/Enhanced] Formula - For/The Most/Best/Better/Greater/Superior Even Feeding/Greening compared to [original] **insert Scotts product name**
- [New/Improved/Enhanced] Formula - Now With The Most/The Best/Better/Greater/Superior Coverage for [The Most/Best] Even Feeding/Greening compared to [original] **insert Scotts product name**
- [New] [Improved] [Formula] [Now/with][up to] 2X More [Dandelions] & [Clover] Control/Controlled/Killed [in the Fall]
- [New] [Improved] [Formula] [Now/with] [up to] 2X More/Better/Greater Dandelion & Clover Control [in the Fall] Compared to Previous/Prior/Original Formula/Insert Scotts product
- [New] [Improved] [Formula] [Now/with] [up to] 2X More/Better/Greater Dandelion & Clover Control [in the Fall] [For] our/Scotts Most Powerful [Fall/Weed and Feed] [Ever]!!
- [New] [Improved] [Formula] [Now/with] [up to] 2X More/Better/Greater Weed Control [in the Fall] [For] our/Scotts Most Powerful [Fall] Weed & Feed Ever!!
- [New] [Improved] [Formula][Now with] [up to] 2X Better/Stronger/More Effective/More Powerful<sup>s</sup> [Dandelion] [&] [Clover] Control/Killing <sup>s</sup>vs. Previous Formulation/Compared to previous formula
- [New] [Improved] [Formula]Kills/Controls/Executes 2X More [Dandelions] [&] [Clover]<sup>s</sup> vs. Previous Formulation/Compared to previous formula
- Clears out dandelions and over/more than 50 [XX] [other] broadleaf weeds+ [for a better lawn next Spring]
- Controls/Kills/Clears Out/Gets Rid of [up to] 2Xs more dandelion and clover than **insert comparison product name**
- Covers More Weeds, Better for Superior/The Best/Greater/The Most Powerful/The Most Effective Weed Control [Ever]
- Fall Feeding – [Kills/Controls/Clears out **insert any all listed weeds** while continuously feeding/greening through/throughout the fall to thicken & strengthen your grass/lawn [for [a] better/greener/ healthier/ grass/lawn next Spring.]
- Feeds/Greens/Thickens/Provides nutrients to lawn/grass for up to X months while preventing/controlling/blocking/stopping [insert listed weeds] for up to X months [for (a) greener/healthier lawn/grass [next Spring].
- New & Improved [formula] [compared to original **insert Scotts product name**]
- New [improved/Enhanced] formula with better/greater/more/most powerful/superior weed control/killing compared to [original] **insert Scotts product name**
- New/ [improved/Enhanced] formula with better/greater/more/most powerful/superior **insert weed(s) from weed list** control compared to [original] **insert Scotts product name**
- New/Improved/Enhanced [Formula]
- Sticks/Grips to/ Locks [onto] [to] weed leaves for better control/weed coverage/weed killing success

**Note to PM: Claims re: Technical features of formula**

- Coats/Covers/Blankets Every Weed for Our Most Powerful/Most Effective/Best Weed Control Ever
- Gets/Kills/Clears Out The Weeds You See & The Ones You Don't
- Grips/Locks/Sticks [onto] [to] [& Kills] [the] Weeds You See & Ones You Don't
- Grips/Sticks/Locks/Grabs Gets to/onto [the] weeds you see & [the] ones you don't [for superior/better/more/greater/ more powerful/the most powerful [weed] control/killing]
- Grips/Sticks/Locks/Grabs to/onto [even] the smallest/tiniest/littlest weed/weeds [to kill/get/control the weeds you see and the ones you don't

**Note to PM:**

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Underlined text is new. ~~Strikethrough~~ text is deleted.

- Hits/Sticks/Covers More of The Weed for Our Most Powerful/Most Effective/Best Weed Control Ever
- **Insert Photo/Image** Weed coverage/particles covering weeds
- **Insert product/technology name Insert Photo/Image** weed leaf coverage [compared to/vs] **Insert comparison product name Insert Photo/image** of weed leaf coverage
- **Insert product/technology name Insert Photo/Image** weed leaf coverage
- Locks/Grips/Grabs/Sticks to/onto [every/even the smallest/tiniest/littlest] weed/weeds [for our most powerful/most effective/best weed control/Scotts [Fall]Weed and Feed[For Fall][Ever!]
- Locks/Grips/Grabs/Sticks [to][Onto] [Fall] Weeds For Superior Accuracy/Precision [& Control]
- Locks/Grips/Grabs/Sticks onto [Fall] Weeds for our Most Powerful/Most Effective/Best Weed Control Ever
- Micro-Particles Lock/Grip/Grab/Stick Onto Weeds For Superior Accuracy/Precision & Control
- More Granules Attach/Lock/Grab/Grip/Lock to/onto Every Weed for the Most Powerful/Most Effective/Best Weed Control Ever
- Patent Pending
- Scotts® Exclusive [Particle/Granule/Granular] Technology
- Scotts **insert product name** with **insert particle technology**: Kills/Clears out weeds/dandelions and clover and thickens grass to crowd out future invasions/issues/problems/weeds
- Sticks/Locks/Adheres More Granules to Every Weed for our Most Powerful/Most Effective/Best Weed Control/[Scotts [Fall] Weed and Feed][Ever]
- [Superior Coverage] No Weed Goes Untouched
- [Superior Coverage So] Every Weed Gets Hit
- Sure-Cover /Weed-Grip/WeedGrip/WeedTac/WeedTack/Full-Contact [Particle] Technology

**Note to PM: Claims regarding Fertilizer Properties:**

- Feeds [and greens] for [a] quick/fast green up [after summer] [in [as quick as] X days]
- Nobody greens faster!
- Quick[est] green up after summer
- Quick/Fast Greening that Lasts for (x) days/weeks/months
- Recover from summer in [as quick as] X days/hours
- Green up after summer in [as quick as] X days/hours
- [Deep] Greens/feeds in [X] hours/days, lasts for weeks/months
- [Deep] Greens/feeds in [X] days /hours
- [Deep] Greens/feeds [in] as fast as X days/hours
- Feeds/greens lawns/grass for [up to] X days/weeks/months [without burning your lawn]
- Deep greening/feeding for X months/ weeks/days
- [[X%] More essential nutrients!] [Your lawn requires essential nutrients to thrive]/[Your lawn needs food!]
- [art] [Feeds to] Build(s) strong, deep [grass] roots [for spring/winter]
- **[Insert Scotts Product Name]** Works below the soil, too, helping to promote root and rhizome development; this strengthens the grass plants and enables them to produce more blades of grass, and it thickens the lawn with the addition of new grass plants.
- **[Insert Scotts Product Name]**[lawn fertilizer] Contains extra nitrogen, carefully blended with potassium [and phosphorus], to make your lawn greener
- [Product Name] includes/contains slow release nitrogen that releases gradually over time to help reduce nitrogen run-off [into our waterways] [to protect [our/the] ecosystem/environment/water quality].
- [Product name] is formulated [with slow/timed release nitrogen] to provide consistent/ long lasting/gradual feeding for your best lawn ever.

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- [Water Quality Matters] Thick/healthy lawns help to Protect our waterways/ water quality/ environment/ ecosystem by reducing [nutrient/nitrogen] run-off
- [Your lawn needs food!] The formula in [Product name] delivers more greening power/nutrition/nutrients/micronutrients than [Scotts comparable product] for your best lawn ever.
- All the nutrients your lawn needs in one application/bag/step
- Builds thick, green lawns.
- Builds thick, green turf [from the roots up] [without burning your lawn]
- Builds thick, green turf without burning
- Contains no phosphorous
- Delivers nutrients which enhance root growth and provide extended feeding
- Develops/Promotes longer, deeper roots to help your lawn survive/prepare for the summer/summer stress/heat, drought [and wear and tear!]
- Develops/Promotes longer, deeper roots to help your lawn survive/prepare for the winter/winter stress/cold, [and wear and tear!]
- Each lawn fertilizer particle provides safe gradual release that won't burn or cause surge growth when applied as directed
- Fast, long lasting greening power[all Fall]
- Feeds grass for a healthier / greener/better lawn [next Spring]
- Feeds grass to give you a healthier / greener lawn
- Feeds lawn, helping turf to fill in where weeds once were
- Feeds/thickens/provides nutrients to grass to crowd out new/future weeds.
- Feeds/thickens/provides nutrients to grass to fill in bare spots.
- Followup with another feeding in 6-8 weeks.
- Kills/Controls/ Clears out [insert any all listed weeds] and feeds/thickens/provides nutrients to grass to crowd out new/future weeds [for a better/healthier lawn next Spring].
- Kills/Controls/ Clears out [insert any all listed weeds] and feeds/thickens/provides nutrients to grass to fill in bare spots [for a better/healthier lawn next Spring].
- No burning
- No surge growth
- Patented timed-release/slow release/continuous release nitrogen formula builds thick, green lawns from the roots up.
- Patented, timed-released/slow release/continuous release nitrogen formula builds thick, green lawns from the roots up
- Phosphorous Free [formula]
- Plus fertilizes with a feeding of Turf Builder® for developing thick, green lawns
- Quick greening and extended/long lasting feeding
- Quick greening, long lasting.
- Scotts All-in-One® particles combine essential nutrients into every particle (for even feeding)
- Scotts Best Annual Program For A Picture-Perfect LawnBoost of nutrients to help your lawn survive/prepare for the summer/summer stress/heat, drought & wear and tear!
- Scotts/Our Best [long lasting] fertilizer
- Strengthens/protects your lawn
- The formula in [product name] gives your lawn more essential nutrients than [Scotts comparable product] for your best lawn ever.
- The greening will reach its peak 8 to 10 days after application. The color difference will be more noticeable if your lawn is hungry to begin with.
- The result is a beautiful, thicker, greener lawn.
- There's no overfeeding or underfeeding when you follow the fail-proof directions.
- Thick/healthy lawns Help Reduce [Nutrient/Nitrogen] Run-Off
- Thin areas of turf will fill in over time (about 6 weeks), creating a more uniformly dense lawn.
- Timed-release/slow release/continuous release nitrogen won't burn your lawn [or cause surge

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growth]

- Total nutrient package helps repair thin and bare spots in your lawn
- Water Quality Logo
- "We guarantee thick, green, turf without risk of surge growth."
- Well Fed Lawns [are thicker and] have more/well developed root systems that [better] hold water to help reduce [nutrient/nitrogen] run-off/soil erosion [into our waterways] [vs. an unfed lawn].
- Won't burn lawns, guaranteed.
- Your lawn will be greener in [4 to 6] days [if weather conditions are good (warm soil, some moisture)], when applied as directed.

+As listed Note to PM: Applies to weeds noted under claims

[art: Water Smart] Improves lawn's ability to absorb water & nutrients

Makes the most of every drop

[Art: Water Smart] Well-fed lawns are more efficient at using available water.

Feeding with Scotts [Water Smart ][fertilizer/lawn food] [**insert product name**] helps build/grow a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat, drought and other stresses.

FOR BEST RESULTS, APPLY TO A WET LAWN

Scotts & Your Environment >> [art-Scotts]

We care.

Scotts products are designed with care to grow thicker, greener lawns.

[Because] A Green Lawn is A Good Lawn.

A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.

You can make a difference.

Help keep our water resources clean. Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk or street back onto your lawn.

Tips for Lawncare Success:

Feed regularly for your best lawn. Regular feedings of Scotts Turf Builder will help build a lawn you and your family can enjoy. Scotts Turf Builder provides the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought and family activity.

Mow your lawn high. Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively.

Leave the grass clippings on your lawn. This recycles the plant nutrients back into the soil.

Conserve water. Your lawn will begin to wilt when water is needed. As much as possible, take advantage of nature's sprinkler and rely on the rain to water your lawn

**Or**

**Tips for Lawncare Success:**

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[icon: granules falling on grass] **Feed Regularly**

Regular feedings provide the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought & family activity

Benefits of Multiple Feedings [art] one annual feeding [art] 2-3 annual feedings [art] 4 annual feedings

[icon: lawn mower] **Mow and Leave the Grass Clippings on Your Lawn**

Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively. Grass clippings recycle the plant nutrients back into the soil.

[Water Smart™ logo][Water Smart Makes The Most Of Every Drop™] **Conserve Water** Well-fed lawns are more efficient at using available water. Feeding with Scotts [fertilizer/lawn food] helps grow a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat drought and other stresses. Remember your lawn will begin to wilt when water is needed. As much as possible take advantage of nature's sprinkler and rely on the rain to water your lawn.

Scotts Recommended [Annual] Feeding Schedule/Plan

Plan your feeding schedule. Choose the right product for your lawn.

Any Season. Apply any season if weeds or bugs are not a problem:

[Art: Bag] Scotts Turf Builder Lawn Fertilizer/ ***insert brand name***

Early Spring. February – April. To prevent crabgrass:

[Art: Bag] Scotts Turf Builder with Halts Crabgrass Preventer/ ***insert brand name***

Late Spring. April – June. To kill weeds:

[Art: Bag] Scotts Turf Builder with Plus 2 Weed Control/ ***insert brand name***

Summer. June – August. To kill bugs:

[Art: Bag] Scotts Turf Builder with SummerGuard/ ***insert brand name***

Fall. September – November.

[Art: Bag] Scotts Turf Builder WinterGuard. To kill fall weeds:

[Art: Bag] Scotts Turf Builder WinterGuard with Plus 2 Weed Control/ ***insert brand name***

-OR-

Scotts Recommended [Annual] Feeding Schedule/Plan

Use Any of These Products Next to Keep Your Lawn Looking Great All Season!

Anytime

[art-Turfbuilder] Use anytime if weeds or insects are not a problem

Summer

[art-Turf Builder with Summerguard] Use to kill insects and strengthen your lawn against heat and drought

Fall

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[art-Turf Builder Winterguard] Use to build stronger, deeper roots for a thicker, greener lawn in spring

**OR**

[Scotts] Recommended feeding routine

[Plan your feeding routine with Scotts Turf Builder Lawn food.]

[icon] [Early spring]

[An early spring feeding helps grass green-up after winter. You should feed around the first time you mow your grass.]

[icon][late spring]

[Feeding now prepares grass for summer stress by thickening the blades on top and building deep roots below.]

[icon] [early fall]

[An early fall feeding replenishes the nutrients lost in the harsh summer months for quicker recovery. You should feed when your grass comes out of dormancy].

[icon][late fall]

[late fall is the best feeding time because it builds strong deep roots and prepares grass for winter. You should feed when all the leaves have fallen.]

***Optional language for Florida Fertilizer Applications***

[Florida Annual Fertilizer Applications

On centipede lawns, do not exceed rate of 2 lbs. of Nitrogen per 1,000 sq. ft. in the north and 3 lbs. of Nitrogen per 1,000 sq. ft. in the central and south. On Bahia lawns [and zoysia lawns], do not exceed rate of 3 lbs. of Nitrogen per 1,000 sq. ft. in the north.]

[North Florida is north of Ocala. Central Florida is defined as south of Ocala to a line extending from Vero Beach to Tampa. South Florida includes the remaining southern portion of the state.]

North Florida is defined as north of a line extending from Cedar Key to Daytona Beach. Central Florida is defined as south of the line extending from Cedar Key to Daytona Beach to a line extending from Tampa to Vero Beach. South Florida includes the remaining southern portion of the state.

Florida [Fertilizer] Applications: 4 annual feedings with the exception of bahiagrass and centipedegrass (2 feedings in the north and 3 feedings in the central and south).

Florida [Fertilizer] Applications: 4 annual feedings with the following exceptions: On centipedegrass do not exceed 2 feedings in the north and 3 feedings in the central and south. On bahiagrass and zoysiagrass do not exceed 3 feedings in the north.

Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices.

Check with your county or city government to determine if there are local regulations for fertilizer use.

Optional header: Questions/Information

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Get expert advice for your lawn NOW! Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn.

[Art: mouse icon] Visit our website: [www.scotts.com](http://www.scotts.com)  
543-TURF (8873)

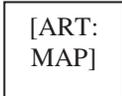
[Art: phone icon] Consumer Helpline: 1-8---

-OR-

If you have questions

We designed this Program to make having a better lawn as simple and easy as possible. But you may still have some questions about your lawn during the year. If so, you can contact the Scotts Lawn Pro® retailer where you bought this Program. They are ready to answer your questions and provide any help or information that you may need.-OR-You can get the answers by talking directly with one of Scotts lawn counselors. Simply dial this toll-free number 1-800-543-TURF.

SCOTTS...the lawn people



For lawns in the shaded areas, phone 1-800-543-TURF or visit our website at [www.scottslawn.com](http://www.scottslawn.com) for the Annual Lawn Care Program for your area.

[Note to PM: the shaded areas that would be referenced are in the southern US. This product is not recommended for use on warm season grasses as noted throughout the label. Consumers in these areas should contact Scotts for information on products in their areas].

[art] Particle with NPK

**FOR BEST RESULTS, APPLY THE SCOTTS® TURF BUILDER® Recommended Annual Program**

- No more guesswork . . . apply the right product at the right time for a thick, green lawn
- Start anytime . . . just check the month below and apply products at 2 month intervals

If crabgrass is a problem: Turf Builder® With Halts® Crabgrass Preventer	If weeds are a problem in: Turf Builder® With Plus 2® Weed Control
<ul style="list-style-type: none"> <li>• Apply in early spring (Feb.-April)</li> <li>• Prevents crabgrass and other annual weeds while feeding your lawn. (In the Pacific Northwest, substitute Turf Builder® Moss Control Granules. For St. Augustine grass, substitute Bonus® S. For dormant bermudagrass, substitute Halts®.)</li> </ul>	<ul style="list-style-type: none"> <li>• Apply in late spring (April-June)</li> <li>• Kills dandelions and other broadleaf weeds while feeding your lawn. (For St. Augustinegrass substitute Turf Builder®.)</li> </ul>
If insects are a problem: Turf Builder® With Insect Control	Turf Builder®
<ul style="list-style-type: none"> <li>• Apply in summer (June-Aug.)</li> <li>• Kills lawn damaging insects plus fleas while feeding your lawn.</li> <li>• For grub control, apply Scotts® GrubEx® Season-Long Grub Killer anytime from April to mid-August.</li> </ul>	<ul style="list-style-type: none"> <li>• Apply in fall (Aug.-Nov.)</li> <li>• Important time to feed for a thicker, greener lawn.</li> </ul>

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Optional Winterguard/**insert brand name** Feeding  
 Late Fall  
 (Sept.-Nov.)  
 (4 to 6 weeks after Early Fall Turf Builder feeding)  
 Apply as a last feeding in fall to help prepare your lawn for winter.

Super Winterizer  
 Additional Super Winterguard/**insert brand name** Feeding  
 Late Fall  
 September – November  
 4-6 weeks after Early Fall fertilizer feeding. Apply as last feeding in fall to help prepare your lawn for winter.

Now it's easy for you to have a better lawn

Save money

Why even consider a lawn care service? Scotts Recommended Annual Program will give you a beautiful lawn for less money.  
 Or  
 Why even consider a lawn care service? Scotts Lawn Pro® Annual Program will give you a beautiful lawn for about one-third the cost.

Start anytime

You can start into the Recommended Annual Program anytime of the year. Just check the month and select the appropriate Step listed below.

Simple and easy

No more guesswork. You simply apply the right product - one Step at a time.

Guaranteed results

Each Step is designed to the specific season to help give you a greener lawn.

Step 1. Early Spring February-April	Step 2. Late Spring April- June	Step 3. Summer June- August	Step 4. Fall August-November
Crabgrass Preventer plus Fertilizer - prevents crabgrass, foxtail, spurge, oxalis, chickweed and other annual weeds while providing deep, thick greening for up to 2 months. This is Scotts best fertilizer plus crabgrass preventer. In the Pacific Northwest, Step™ 1 is "Moss Control plus Fertilizer".	Weed Control Plus Fertilizer - controls dandelions, clover, chickweed and other broadleaf weeds while greening your lawn for up to 2 more months. This is Scotts best weed and feed.	Insect Control plus Fertilizer - controls white grubs, chinch bugs, sod webworms and other lawn insects plus keeps your lawn green through the Summer.	Lawn Fertilizer - specially formulated for the Fall - the best time to develop a stronger root system for a more vigorous, thicker lawn. Helps your lawn green up even quicker next Spring. This is Scotts best fall fertilizer.

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Scotts tiny, lightweight granules provide two advantages:

- 1) They stick to weed leaves
- 2) They spread evenly for better weed control and feeding. The better the product adheres to the weed leaves, the better the results!

The Scotts Advantage®:

Tiny, Lightweight Particles For Better Weed Control

Weed killers work by entering through the weeds' leaves. Therefore, its best to apply this product to a wet lawn, so the particles can stick better to the weeds. Insert Product Name has tiny, lightweight granules that stick to weed leaves for better control of broadleaf weeds.

-OR-

The Scotts Advantage®:

Each of Scotts exclusive All-in-One Particles® contains the guaranteed feeding nutrients and the weed control ingredients to provide consistent feeding and weed control to every treated square inch of your lawn. The result: A thick, green lawn without burning. GUARANTEED.

- All-in-One Particles® = nitrogen, phosphorus, potassium and the weed control ingredient contained in [on] every particle.

-OR-

- All-in-One Particles® = nitrogen, potassium and the weed control ingredient contained in [on] every particle.

Advantages of ***Insert Scotts Product Name***:

SMALL LIGHTWEIGHT GRANULES MEAN BETTER WEED CONTROL. Most lawn weed controls must be absorbed through the weed's leaves to be effective. Insert Product name granules are small and lightweight so they will stay on even the smallest weed leaves. And each insert product name granule contains weed control and America's favorite lawn fertilizer.

SCOTTS TRIONIZED® II FORMULA PROVIDES A MORE EFFICIENT NITROGEN THAN EVER BEFORE to help promote quicker greening.

THE NITROGEN IN INSERT PRODUCT NAME IS TIME-RELEASED to provide a supply of this essential nutrient to help your lawn stay thick and green for up to 6 to 8 weeks.

EACH INSERT PRODUCT NAME GRANULE CONTAINS NPK [NK]AND WEED CONTROL. We bond Scotts® unique controlled-release nitrogen (N) [with phosphorous (P)] and potassium (K) and a weed control, so your lawn receives a uniform feeding, and effective weed control.

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[ILLUS.] Scotts Insert Product Name  
EVERY GRANULE CONTAINS NPK [NK]  
AND WEED CONTROL

Provides uniform greening with effective weed control.

Insert Product name particles deliver the same ratio of nitrogen, phosphorus, potassium and weed control to every square inch of turf for even, consistent feeding plus better weed control.

**How Weed Control Works**

Small, lightweight granules mean better weed control. Most lawn weed controls must be absorbed through the weed's leaves to be effective. The weed control in this product consists of granules that are small and lightweight, so they will stay on even the smallest weed leaves. The weed control in Insert Product Name is absorbed by weed leaves (the weed's leaves), killing the plant.

**Other Great Turf Builder® Products for Your Lawn:**

To prevent crabgrass, use Turf Builder® Plus Halts®. No one else has a tougher crabgrass preventer. This problem solver forms a protective barrier to stop ugly crabgrass before it starts.

These great Turf Builder® products are developed specially by Scotts for the unique needs of your lawn - your satisfaction is unconditionally guaranteed.

**Note to PM: End of Optional Claims**

NOTICE: To the extent consistent with applicable law, buyer assumes all risks of use, storage, or handling of this product not in accordance with directions.

**Scotts No-Quibble Guarantee®**

If for any reason you, the consumer, are not satisfied after using this product, you are entitled to get your money back. Simply send us evidence of purchase and we will mail you a refund check promptly.

**[Use Scotts My Lawn App to Calculate Your Lawn Size [icon] My Lawn]**

[Art: SMG/NYSE icon]

[Sold [and guaranteed] by/for:]

The Scotts Company  
14111 Scottslawn Rd.  
Marysville, OH 43041

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World rights reserved. [Made in U.S.A. (or Product of U.S.A.)]

EPA Reg. No. 538-282 EPA Est. No. 538-OH-1

[Superscript used is first letter of run code on end of container]

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‡CAS # 94-75-7

‡‡CAS #16484-77-8